

TrueTouch Versus Ordinary Leather



TrueTouch leathers are a breakthrough in leather technology with light fastness and wear properties not previously possible with aniline full grain leathers.



Only the top 2% of the world's raw hides are good enough to produce TrueTouch leather



TrueTouch premium leather is from the same specialist German tannery that supplies Rolls Royce and premium end BMW.



Rigid quality control is essential



TrueTouch may require 50% more leather to craft each suite

Nothing to hide

While most leather manufacturers cut costs by using low quality hides and then concealing the imperfections with plastic fillers and paints, TrueTouch leathers are genuine natural leathers where the hide's original top grain surface is proudly exhibited. Free of the heavy pigments and plastic coatings found in lesser leathers, TrueTouch leathers breathe, making them warm in winter and cool in summer. This is true connoisseur's leather, superb to touch, and arguably the finest upholstery leather available today. Mr Marcus Adleman managing director of Hewa Leder GmbH explains, "Preserving the top grain surface is essential. It is not only the strongest part of the hide but also provides the natural grains and texture that give each hide its unique patina and soft hand. With lesser leathers, removal of the top grain means the hide is devoid of all character resulting in the need for layers of pigment paint and an imitation grain pattern".

Only the best will do

Only the top 2% of the world's raw hides are good enough to produce TrueTouch leather. Suitable hides are found in Southern Germany where the cattle live long sheltered lives without the ticks, parasites, branding and barbed wire that can permanently damage the hide.

Tradition of excellence

The site of the TrueTouch tannery, located close to the source of the world's best hides in the Saxony region, can look back to a tradition of tanning of over 800 years. In the 16th century there were 44 tanneries in the district. Today the tannery employs 150 people including five tanning masters and produces premium leather for leading auto manufacturers including high end BMW and Rolls Royce.

Producing a natural full grain leather that can outlast and out-perform pigment coated leathers is an achievement made possible only with the highest degree of technical skill and research. TrueTouch leather was developed for the Automobile industry by a team led by the tannery's principle, Mr Helmut Adleman with the assistance of the Research Institute for Leather and Synthetic Materials Technology in nearby Freiberg. The institute had been founded as long ago as 1889 as the German School of Tanners and so became a close partner in the development of a true natural leather that would exceed the highest demands of the world's leading automakers. Traditional full grain aniline style leathers, although soft and subtle to touch, were often not suitable for daily use. Traditional leathers lacked the light fastness and rub resistance essential to withstand the rigors of modern living. TrueTouch leathers are a breakthrough in leather technology with light fastness and wear properties not previously possible with aniline full grain leathers. TrueTouch leathers are water and stain repellent treated during the tanning process.

The fine art of cutting

Due to the generous thickness of TrueTouch leathers, the hide maintains its typical structure with all its natural characteristics and develops a soft gloss or patina with time. With no surface pigment to peel and crack, TrueTouch will outlast and out-perform ordinary leather.

Whereas cheaper leather can be cut by machine or unskilled labour, TrueTouch demands exceptional cutting skill and craftsmanship. Each hide is unique and proudly exhibits its natural origins. Healed scars, differing grain density and other natural variations are recognised by experts and connoisseurs as the true indicators of genuine natural leather. These hallmarks are expertly preserved ensuring your TrueTouch leather will, like fine wine, age beautifully with the passing of time.

TrueTouch leather will outlast and out-perform traditional leather

	Test	Traditional Aniline	TrueTouch
Light fastness	EN ISO 105-B02	3	6
Thickness	-	< 1	1.4 to 1.7
Friction Dry	EN ISO 11640	50 rubs	500 rubs
Friction Wet	EN ISO 11640	20 rubs	200 rubs
Friction Sweat	EN ISO 11640	20 rubs	200 rubs